



News Release

FOR IMMEDIATE RELEASE

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Vehicle Donations to Military Veterans Highlight Carry The Load Memorial Weekend Ceremonies

Vehicle presentations:

Opening Ceremony, Sunday, May 25, 11:00 am, Reveille Peak Ranch in Austin

Closing Ceremony, Monday, May 26, 12:30 pm, Reverchon Park in Dallas

Dallas, TX May 22, 2014 – As former Air Force Sergeant, Diana did not expect to be a single parent, homeless, with five children. Freddie, a former U.S. Navy Seaman, had a steady career as a plumber until an injury left him struggling financially. Eric, an ex-Army financial management technician, had difficulties adjusting to civilian life after returning from Afghanistan. And Daniel, a former Air Force traffic controller, was comfortably providing for his family until his employer of 15 years sold the company and left him unemployed.

These four veterans who have fallen on difficult times will be honored with gifts of reliable transportation this weekend as part of the annual Carry The Load 20-hour Memorial March. One of the vehicles will be presented at opening ceremonies in Austin on Sunday, May 25, 11:00 am, at Reveille Peak Ranch. The other three vehicles will be presented at closing ceremonies on Monday, May 26, 12:30 pm. at Reverchon Park and the Katy Trail.

Each of the veterans will be presented with a completely refurbished vehicle as part of Caliber Collision's Recycled Rides program which partners with insurance companies to donate vehicles to individuals in need. Farmers Insurance donated the vehicles which were refurbished by Caliber Collision associates who volunteered personal time to repair the vehicles.

This year's recipients were nominated by Allies In Service and Attitudes & Attire, two local Dallas/Ft. Worth veteran support organizations.



News Release

This is the second year that Caliber Collision has partnered with Carry The Load to help ease the burden for veterans by donating vehicles. In addition to the technicians who donated time to repair the vehicles, Caliber Collision associates from corporate offices and 34 centers throughout the Dallas-Ft. Worth and Austin area will also be raising funds and participating in Carry the Load's Memorial March. The company has also pledged a contribution of \$25,000 to support Carry The Load programs and activities in 2014.

Carry The Load is a 20-hour Memorial Day event honoring and thanking members of the military, law enforcement, firefighters and their families for the sacrifices they make. Participants walk or run as long or as little as they can on the route along Dallas' Katy Trail.

"Having access to reliable transportation is often the single most important resource many families need to get back on the road to financial stability," said Steve Grimshaw, Chief Executive Officer of Caliber Collision. "Through our Recycled Rides program, we have the opportunity to restore the meaning of Memorial Day by providing our military veterans with vehicles that can help restore them to the rhythm of their lives."

"Our military service members have selflessly devoted years of their lives to keep us safe and secure," said Pete Hickey, COD Division Manager of National MSO Operations for Farmers Insurance which donated the vehicles. "We are honored to be able to contribute to this effort by giving back to U.S. military families in need of reliable transportation."

Since starting its Recycled Rides program in 2012, Caliber Collision has donated more than 30 vehicles to military veterans and others in need. The company plans to donate more than 20 vehicles in 2014.

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About Caliber Collision

Caliber Collision Centers is one of the largest collision repair companies in America with 168 I-CAR Gold Class Professional certified collision repair centers in Arizona, California, Colorado, New Mexico, Nevada, Oklahoma, and Texas. Caliber is consistently ranked among the highest customer satisfaction scores in the industry and backs all repair work with a written, lifetime warranty available at any of its 168 repair centers. For more information about Caliber Collision, please visit our website at www.calibercollision.com.



News Release

About Farmers Insurance

Farmers Insurance Group of Companies is a leading U.S. insurer group of automobiles, homes and small businesses and also provides a wide range of other insurance and financial services products. Farmers Insurance is proud to serve more than 10 million households with more than 20 million individual policies across all 50 states through the efforts of over 50,000 exclusive and independent agents and approximately 22,000 employees.

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